“Since you have returned to N.Y. you have falsely dictated that I do not want the robes or flags. Why are you disturbing the whole situation in my absence. I never ordered you to speak like that. They must continue to have robes & tilak & flags & they must distinguish themselves from the hippies. I never objected to any of my students dressing like nice American gentleman, clean shaved; those who are my disciples must have flag, tilak & beads on neck without fail. Anyway I never advised you to dictate on behalf, please therefore do not misrepresent me.” --- https://vanisource.org/wiki/671016_-_Letter_to_Kirtanananda_written_from_Calcutta?hl=distinguish|hippies

“Regarding the hippy religion; we must distinguish ourselves from the hippies. The hippies generally maintain long hair & beard & in order to distinguish ourselves from them we should be clean shaved. When our devotees go outside I have no objection if he dresses as nice American or Canadian gentleman. Up to date gentlemen are all clean shaved so if we do not keep long hair & dress ourselves nicely with tilaka, flag & beads on the neck, apart from our devotional service, then certainly we shall be distinct from the Hippies. I think we should follow this principle rigidly & there is no question of giving up robes in the temple. ”--- https://vanisource.org/wiki/671017_-_Letter_to_Pradyumna_written_from_Calcutta?hl=distinguish|hippies

“My Dear Brahmananda, Please accept my blessings. On my arrival in Calcutta I have duly received your two letters dated *[unclear]* & 5th instant. Regarding change of dress, I beg to inform you that every Krishna conscious person must be clean shaved, must have Tilaks on the forehead and other eleven places and must have the Sikha on the top of the head besides beads on the neck as usual. Rarely one can continue to keep beard but it is better not to keep it to distinguish oneself from the Hippies. We must let the public know that we are not Hippies. Do not try to follow the unauthorised advice of Kirtanananda. Nobody cares for the dress; every sane man follows the philosophy and practical talks. Let Kirtanananda Swami do something practically. Let him do whatever he likes and let us see that thousands of American are following him. Unless he does so do not accept his principle. I think all of you except a Sannyasi may dress yourself just like a fine up to date American gentleman but one must have the Tilaks etc as I have mentioned above. Kirtanananda is the first man in our society who cleanly shaved and kept the Sikha on the top of the head and now he has begun to keep beard again. This is not good. Whatever he is doing nowadays has no sanction from me. And he has deliberately disobeyed me by not going to London. Now he appears to be out of my control and therefore I advise you not to follow his principles unless he shows practically something wonderful. ”--- https://vanisource.org/wiki/671011_-_Letter_to_Brahmananda_written_from_Calcutta?hl=distinguish|hippies

“I am not at all satisfied with this action of Kirtanananda. Kirtanananda has no right to instruct you in that way, without consulting me. People are being attracted to the chanting of Hare Krishna & not to Kirtanananda's devices. Kirtanananda suggested to me when he was here that the Americans do not like the robes & flag. I told him personally if you think that Americans in great numbers will follow you, simply for not having robes & flag, I therefore adviced him to drop for a few days in London & test this theory. But he has gone directly to N.Y. & is now causing these disturbances without consulting

me. I have not sanctioned these methods. In my opinion, Clean shaved Brahmacharies & Grhasthas in saffron robes look like angels from Baikunta. Translation of prayers into English is good & if somebody dresses like nice American gentleman without any robes, I have no objection; but every one of my disciples must have the flag & marks of tilak on forehead. This is essential. Besides that, nobody should do anything without my sanction. ”--- https://vanisource.org/wiki/671013_-_Letter_to_Damodara_written_from_Calcutta?hl=must|tilak|flag

“Tridandi Goswami
A.C. Bhaktivedanta Swami

CAMP: ISKCON; 7, Bury Place; London, W.C.1; ENGLAND
18th August, 1971

My Dear Madhusudan,

Please accept my blessings. I beg to acknowledge receipt of your letter dated 13th August, 1971 and have noted the contents carefully. So far your choice of artwork for BTG, I do not know the artistic sense. I am a layman and do not know the techniques. But the picture you have enclosed appeals to me, so it may be used. I have no objection.
The point is that these drawings should be realistic. Not that you make Krishna a cartoon character and therefore laughing stock. And hippy ideas shouldn't be used either. Whatever technique is there, make it realistic. That will be nice.
Hoping this will meet you in good health.

Your ever well-wisher,

A.C. Bhaktivedanta Swami

” --- https://vanisource.org/wiki/710818_-_Letter_to_Madhusudana_written_from_London?hl=cartoon|krishna